

Maryland Marketing Partnership Board of Directors
Meeting Minutes
April 27, 2016

Board members in attendance:

Secretary Mike Gill
Julie Garner
The Honorable Cheryl Kagan
Keasha Haythe
Joshua Martin
Captain Eric Nielsen
Paul Nolan
Leonard Raley
David Rodich
Marcus Stephens
Angela Sweeney
The Honorable Kris Valderrama
Laura Van Eperen

Board members absent:

Henry Fawell
Ammanuel Moore
Tom Sadowski
Aaron Tomarchio

Staff members in attendance:

Allison Mayer
Liz Fitzsimmons
Bill Chen
Sherri Diehl
Lutisha Williams

MEETING COMMENCEMENT

The meeting began promptly at 1:00 p.m. in the 3rd Floor Conference Room of Ellin & Tucker, 400 E. Pratt Street – Baltimore, Maryland.

I. Call to Order and Introductions

Secretary Mike Gill greeted those in attendance. Board Members and staff present at the meeting individually introduced themselves.

II. Discussion of Purpose

Secretary Gill yield to Allison Mayer to talk about the administrative items, i.e., the Bylaws and the Memorandum of Understanding (MOU).

III. Presentation of Bylaws

Ms. Mayer directed everyone's attention to the Bylaws and Article V regarding Authority to Expend Economic Development Marketing Funds.

Secretary Gill requested a motion to approve the "Bylaws" as outlined. Mr. Stephens moved to approve the "Bylaws" and Ms. Haythe seconded. The motion passed unanimously. Secretary Gill then asked if there were any discussion or questions.

Ms. Van Eperen asked about startup funding to the organization. Ms. Mayer stated that \$1 million has been set aside in the Governor's budget for FY2017.

Mr. Raley asked about the affirmative vote of the Board as to what constitutes a majority vote is a minimum of nine. Ms. Mayer confirmed that the statute indicates that nine affirmative votes constitutes an action.

Board had a legal discussion with legal counsel regarding the extent to which the P3 was subject to open meeting laws.

IV. Election of Officers

In accordance with the Bylaws, the Board moved to elect officers.

Mr. Raley nominated Secretary Mike Gill to be Chairman of the Board. The motion was second by Ms. Garner. The motion passed unanimously.

Chairman Gill nominated Tom Sadowski to be Vice-Chairman, Leonard Raley to be Treasurer and Keasha Haythe to be Secretary. Ms. Sweeney moved to accept Chairman Gill's nominations. Mr. Stephens seconded the motion. After a brief discussion on the nominations, the Board voted unanimously to appoint Mr. Sadowski as Vice Chairman, Ms. Raley as Treasurer, and Ms. Haythe as Secretary.

V. Administration of the Corporation

Chairman Gill introduced the proposed Memorandum of Understanding (MOU) between the P3 and Commerce wherein the P3 would hire Commerce to staff to the P3. Also, Chairman Gill discussed that while Commerce has the staff and talent in place to manage the P3, there will be a need to bring on board a person with a development background who will work closely with the staff and Board to go out into the marketplace and ask for financial support from enterprises throughout the State of Maryland.

The Board had a legal discussion with legal counsel regarding the MOU.

Because it would take several weeks before the MOU could be approved by all parties and executed, Mr. Raley moved to appoint Ms. Mayer as Interim Executive Director of the P3 pending the approval of the MOU and appointment of a permanent Executive Director. Mr. Rodich seconded the motion. The Board passed the motion unanimously.

Del. Valderrama offered clarification on the role of non-voting members, herself and Sen. Kagan, as participating in discussions but not voting on the Board's business matters.

The Board discussed how the P3's finances would be managed. Ms. Mayer also discussed the annual reporting requirements. Ms. Mayer also explained that since the P3 is an instrument of the State of Maryland, it does not receive non-profit status.

VI. What's in a Name?

The Board discussed using a trade name. Ms. Mayer suggested using Maryland Marketing Partnership as a trade name. The Board unanimously voted to use Maryland Marketing Partnership as a trade name.

VII. Why Location Branding Matters

After completing administrative matters, the Board discussed the goals and purposes of the P3 as set out in the statute. The Board reviewed past branding strategies of Maryland as well as other states. Finally, the Board also discussed the assets that make Maryland attractive to businesses as well as the liabilities that make Maryland unattractive to businesses.

Ms. Mayer suggested that the Board's first major order of business was to issue an RFP in order to hire a creative services firm to help Maryland develop a successful brand. The brand message and subsequent business campaign would be augmented through Commerce activities, such as attending trade shows around the world and communicating Maryland's competitive strengths through targeted marketing, and leveraging tourism marketing efforts as well.

Chairman Gill suggested establishing a subset of the Board who would spearhead the RFP process. Chairman Gill nominated Ms. Van Eperen, Ms. Sweeney, Mr. Stephens, Mr. Falwell and Mr. Raley to serve on the RFP Committee. The Board unanimously approved the nominations.

VIII. Special Event Discussion

Chairman Gill shared with the Board an idea to create a business summit this fall. The event would be one day, with a maximum of one and a half days of activities, with the purpose of promoting Maryland. Chairman Gill nominated Ms. Haythe, Mr. Tomarchio, Mr. Moore, Ms. Garner, Mr. Sadowski and Mr. Rodich to serve on the Event Committee. Sen. Kagan expressed interest in participating on the committee and was therefore nominated to serve on the Event Committee as well. The Board unanimously approved the nominations.

IX. Future Meeting Dates

The next meeting date was to be determined, and members were to be advised of its scheduling.

Adjournment: The business meeting adjourned at 2:45 p.m.